

4:46 pm Irene - wedding on 3rd Sunday - bring up jacket  
 register at Bloomie's  
 4:54 Joyce Met DECISIONS WETA available Tuesday

10/39/92

Bruce's report - 10,000?

HH panel - 60,000 in total HHs for all categories  
 static 52wk - 36,000 - 40,000 HHs smokers  
 monthly static - 40,000 smoker HHs.

IRI Panel or on line

family  
 reporting  
 history  
 40,000 every year -  
 but not necessarily  
 purchase cigarette

% HH buying - multiply by 40,000

HH share Hs } correlate.  
 Market share }

Total 40,000 HHs  
 Mth 5-6,000 HHs  
 yearly 10-12,000 HHs  
 single smoker 3000 HHs

1.0  $\Rightarrow$  Volume per 1000 HH

	4 wk 1/22/91	4 wk 2/2/91	4 wk 3/2/91	12 wks 3/2/91
BTH PK FRES	0.00	0.01	0.00	0.02
HHs	0	4	0	8
BTH PK U3 85	0.01	.01	0.00	0.02
HHs	4	4	0.00	8

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Three half years mid 89 - mid 92

92 39000 families  
 91 39000 families

IRI HH panel

22,064 purchase data  
 per cigarette  
 40,000 active panelists

11-12,000 per year  
 that purchase

purchased cigarettes within  
 that year.